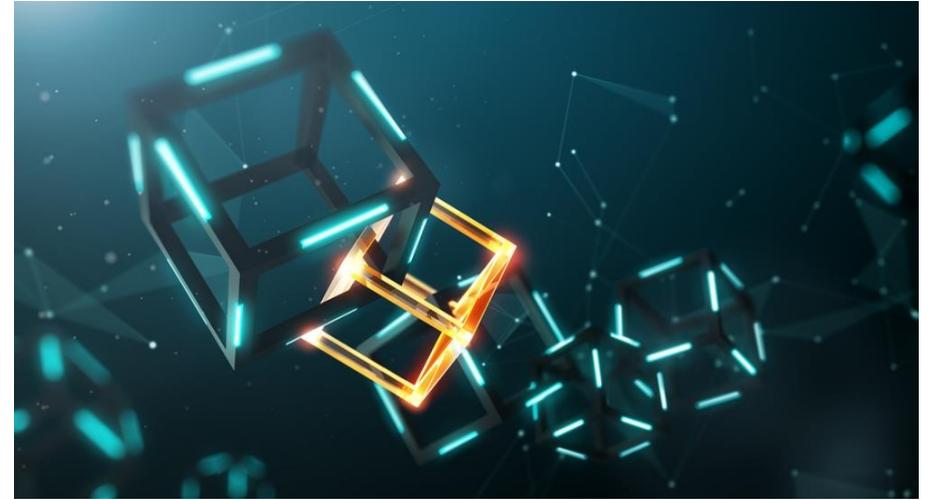


Olivier Buring – November 25, 2020.

Made in Asia 2020



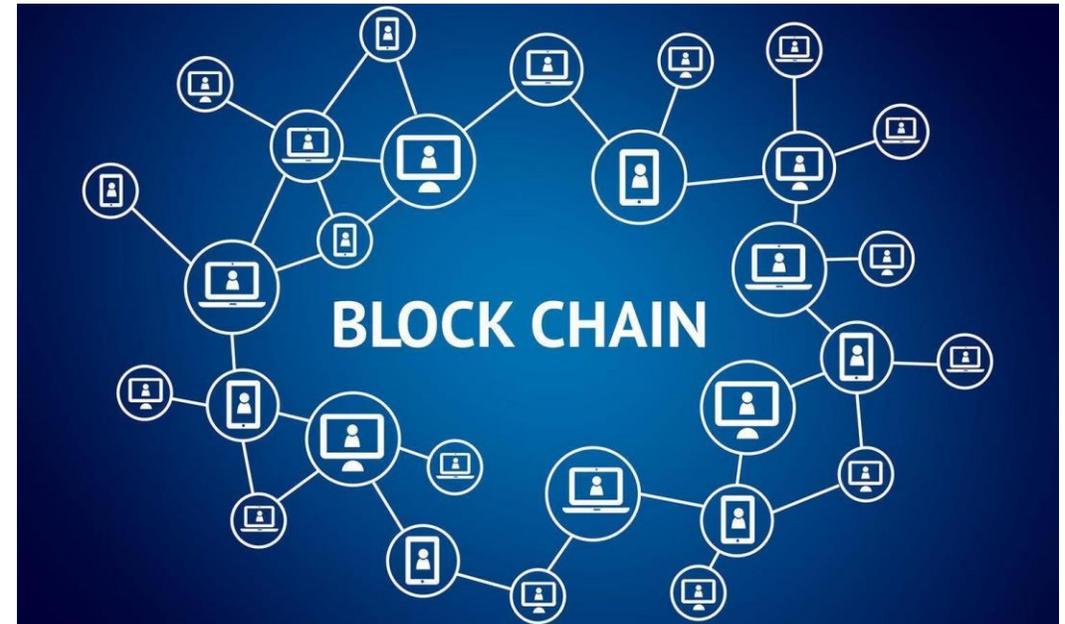
Blockchain Applications for Business



Made In Asia

Emerging from the crisis: Resilience in supply chains

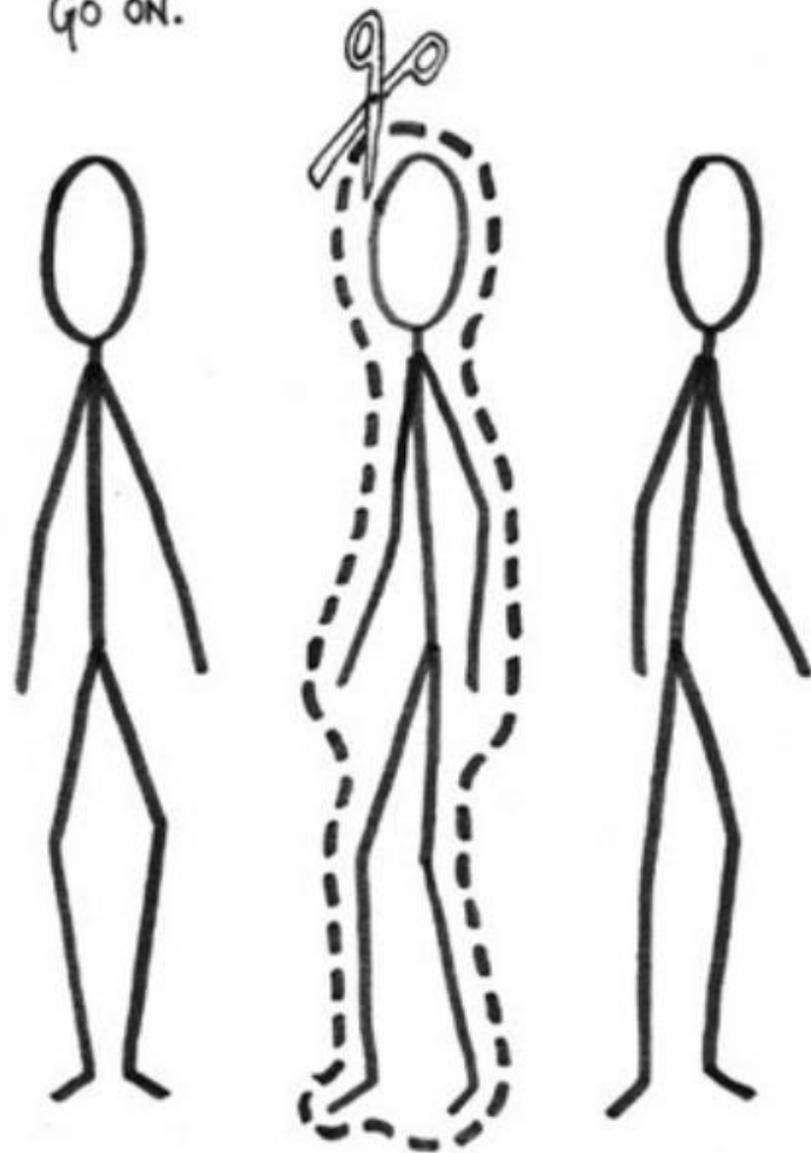
What's
next ?



SOLVING THE DOUBLE SPEND?



Go on.



CUT OUT THE MIDDLE MAN.

Internet of Value

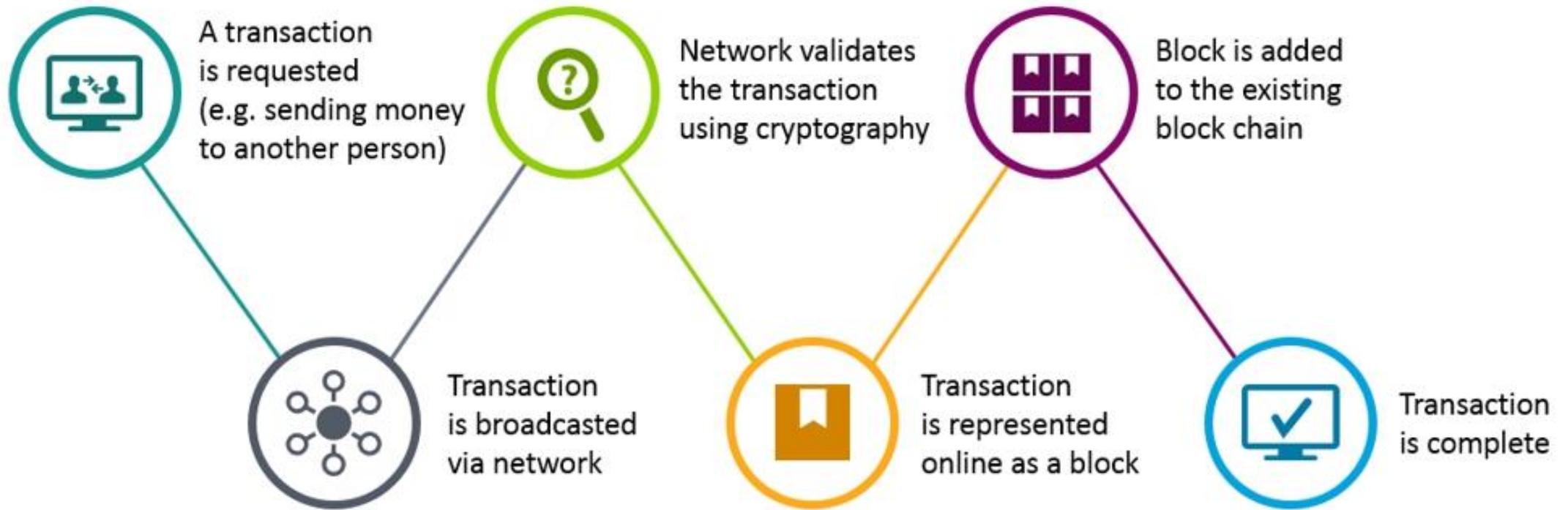
“By working together, we can make transactions easier, faster and cheaper, opening up an entirely new universe of possibilities. And by embedding these applications within automobile, wearable and other technology innovations, the Internet of Value might just make a cameo in the next Ridley Scott feature”

Source: Ripple

THE TRUST PROTOCOL



Blockchain Technology - How It Works Timeline

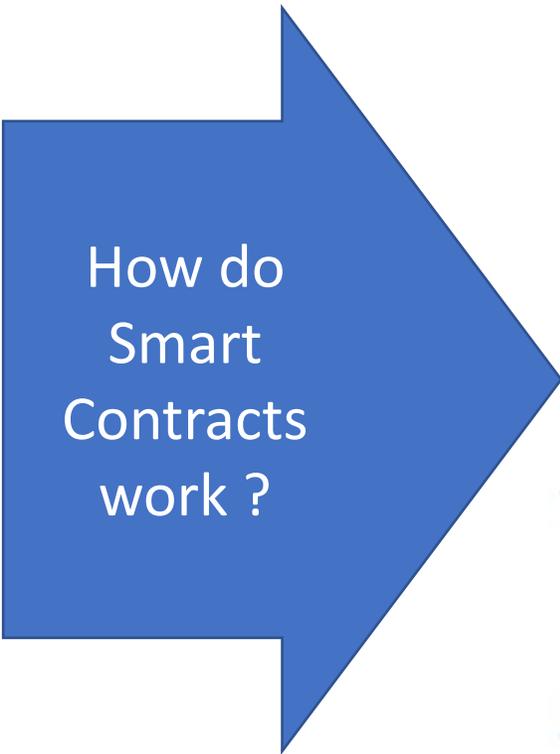


NEW FORBES REPORT:

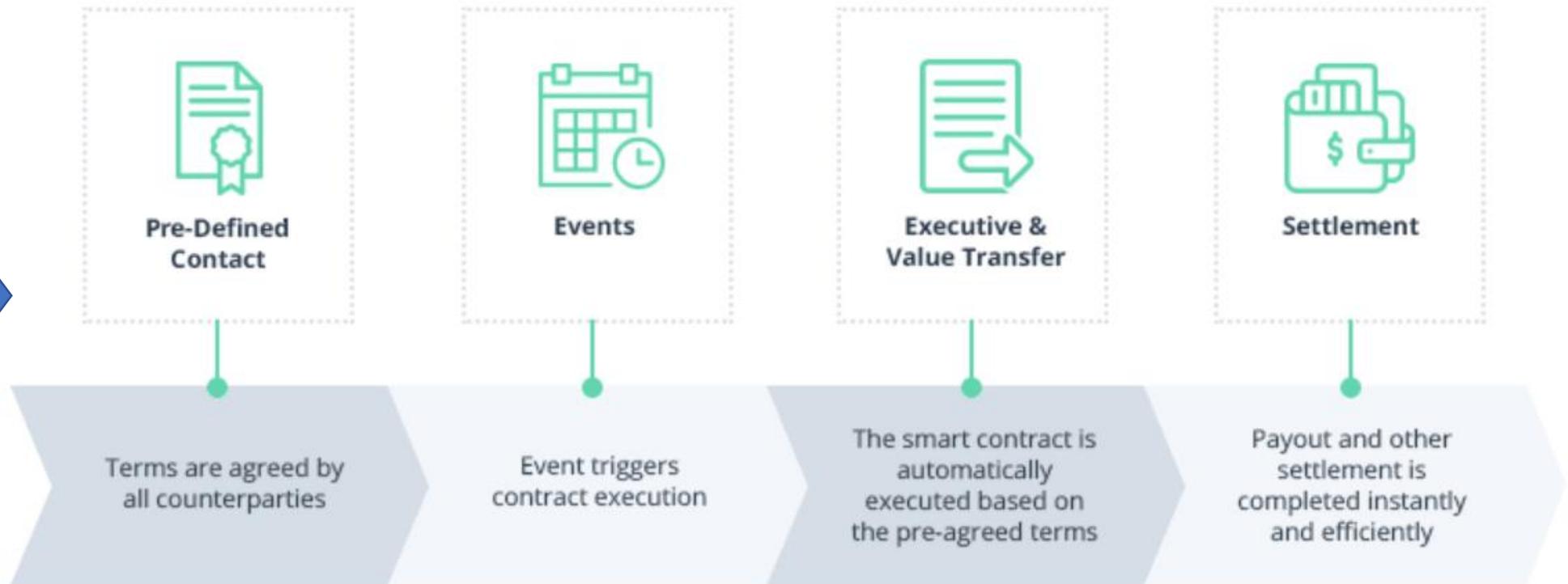
THE BILLION DOLLAR COMPANIES BUILDING ON ETHEREUM



Vitalik BUTERIN



How do Smart Contracts work ?



Pre-Defined Contract

Terms are agreed by all counterparties



Events

Event triggers contract execution



Executive & Value Transfer

The smart contract is automatically executed based on the pre-agreed terms



Settlement

Payout and other settlement is completed instantly and efficiently



WHY BLOCKCHAIN IS IMPORTANT TO BUSINESS



5 VERTICALS THAT BLOCKCHAIN WILL IMPACT MOST



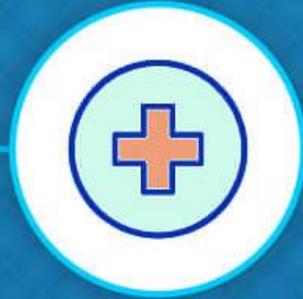
SUPPLY CHAIN

Improves transparency, traceability, and removes of fraud activities



FINANCE

Helps streamline processes, offers authenticity, and economic benefits



HEALTH CARE

Unified patients data, drug traceability, clinical trials data security



RETAIL

Better inventory management, faster settlements, less paperwork



GOVERNMENT

Transparent processes, improved implementation, and better control

Supply Chain Inefficiencies

- Heavy paperwork
- Price and Quality of Goods
- Activities



<https://www.cyprusshippingnews.com/archives/1029/diabos-launches-pay-master-revolutionary-cash-master-solution/>

IBM – Watson IoT



Factory



Carrier 1

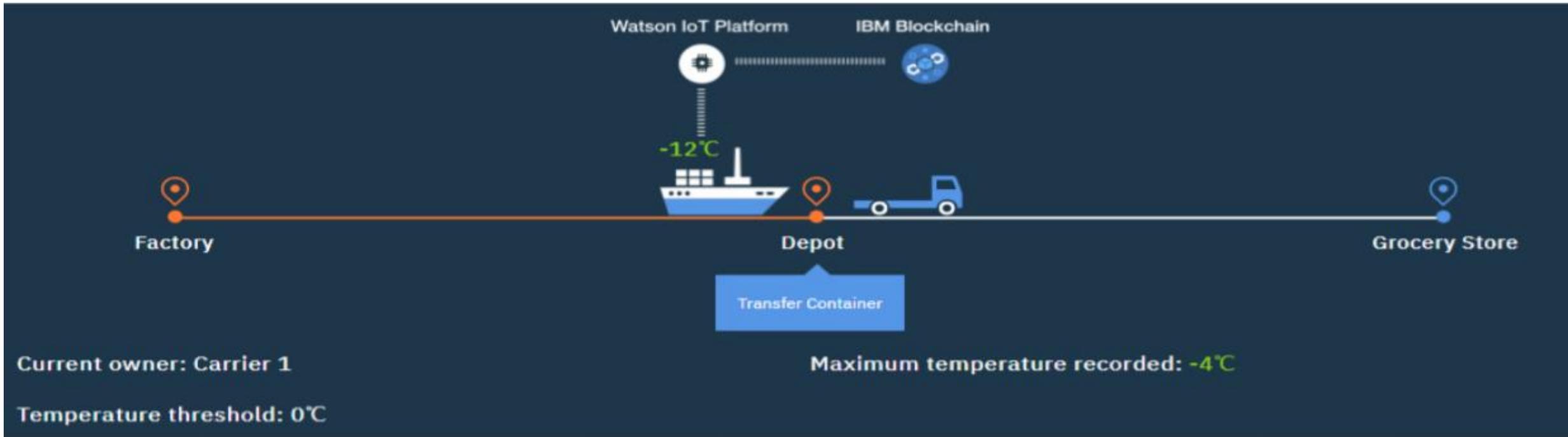


Carrier 2



Grocery Store

IBM Watson IoT



IBM Watson IoT



Block #53	9/16/17 6:54 PM	<input type="checkbox"/>
Block #52	9/16/17 6:54 PM	<input type="checkbox"/>
Block #51	9/16/17 6:54 PM	<input type="checkbox"/>
Block #50	9/16/17 6:53 PM	<input type="checkbox"/>
Block #49	9/16/17 6:52 PM	<input type="checkbox"/>
Block #48	9/16/17 6:52 PM	<input type="checkbox"/>
Block #47	9/16/17 6:50 PM	<input type="checkbox"/>
Block #46	9/16/17 6:50 PM	<input type="checkbox"/>
Block #45	9/16/17 6:49 PM	<input type="checkbox"/>
0 Transactions		
Block #44	9/16/17 6:49 PM	<input type="checkbox"/>

What Blockchain offers to supply chain :

- Blockchain technology has the potential to innovate supply chain procedures and disrupt the way goods are produced, transported and consumed.
- Blockchain enhances transparency, security and traceability to the supply chain. Procedures within industries/economies can be safer, cheaper and more reliable by stimulating trust, and preventing the implementation of problematic practices.
- Blockchain offers compliance resistant to censorship

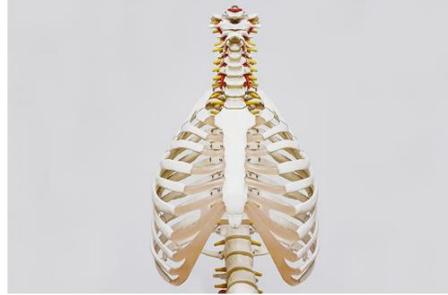
What can I do with Blockchain ?



Retail Fashion and Luxury



Energy and Sustainability



Healthcare and the Life Sciences



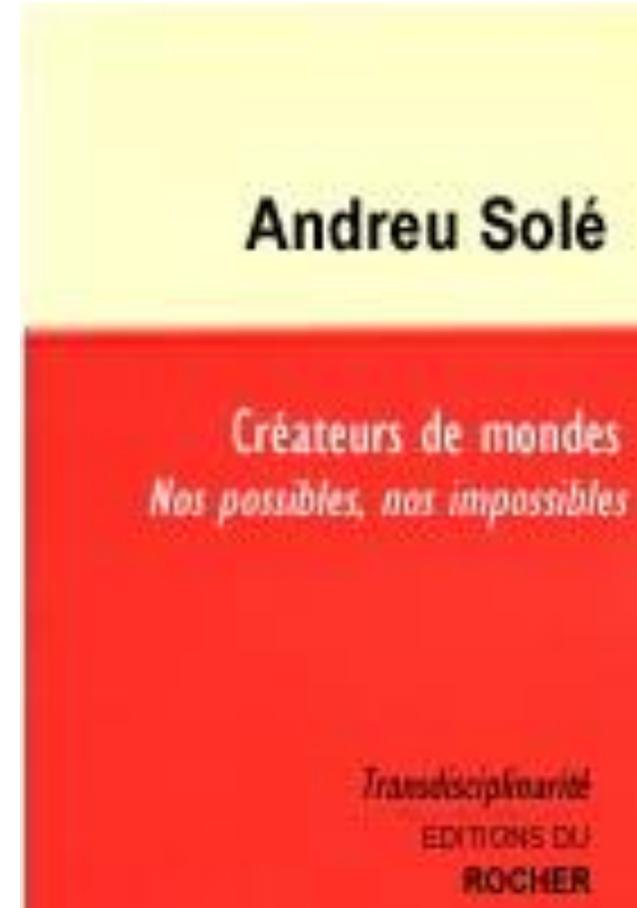
Digital Identity



Finance



Social Impact



And more at <https://consensys.net/blockchain-use-cases/>



CHAIN OF DEMAND

PREDICTIVE ANALYTICS

IMPROVE PROFITABILITY AND SUSTAINABILITY FOR RETAILERS & SUPPLY CHAINS
WITH AI-DRIVEN INSIGHTS, PREDICTIONS & RECOMMENDATIONS

#PROFITABILITY

#SUSTAINABILITY



COVID-19 CHALLENGES

Q2 2020

APPAREL IMPORTS PLUNGED US\$16.1B



SUPPLY CHAINS

Q1 2020

APPAREL RETAIL SALES PLUNGED 89%



BRANDS & RETAILERS

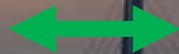


OUR MISSION

BRIDGE THE DATA GAP BETWEEN SUPPLY & DEMAND WITH
MARKET INSIGHTS, SALES PREDICTIONS & ACTIONABLE RECOMMENDATIONS



SUPPLY CHAINS



DATA



BRANDS & RETAILERS

168X

FASTER
PREDICTIONS

+30%

MORE
ACCURATE



DATA

Brand Data

Our Data

Sales Data

Product Data

Macro Data

Unemployment Rates

Consumer Pricing Index

Consumer Sentiment

Climate

Search Interest

Social Media

Web Traffic

Search Keywords

Competitor Data

Computer Vision

Market Data

COVID-19 DATA

Sales Channel

Sales Date

Promotions

Markdowns

Category

Ratings

Size

Color

Material

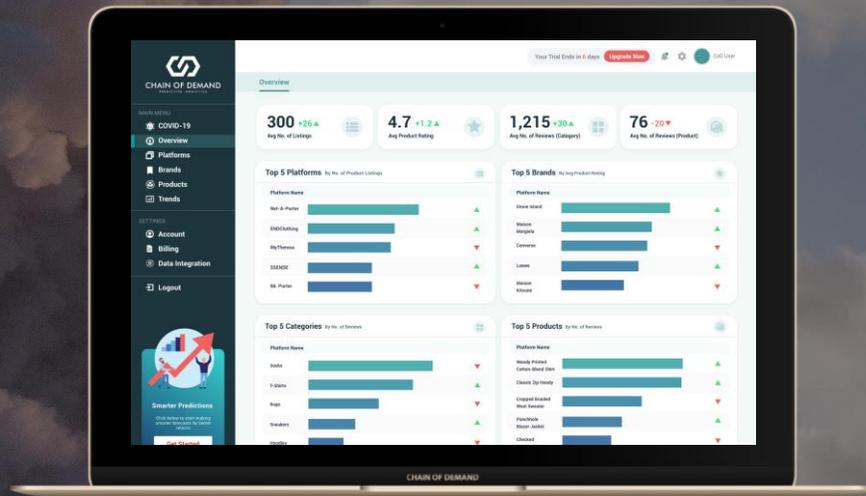
EXTERNAL DATA

INTERNAL DATA

OUR SOLUTIONS

RELEVANT & UPDATED DATA FOR BETTER DECISIONS IN UNCERTAIN TIMES

MARKET INTELLIGENCE



How are my competitors faring online?

What are the best-selling products sold on popular e-commerce platforms?

When will select countries/regions start re-opening?

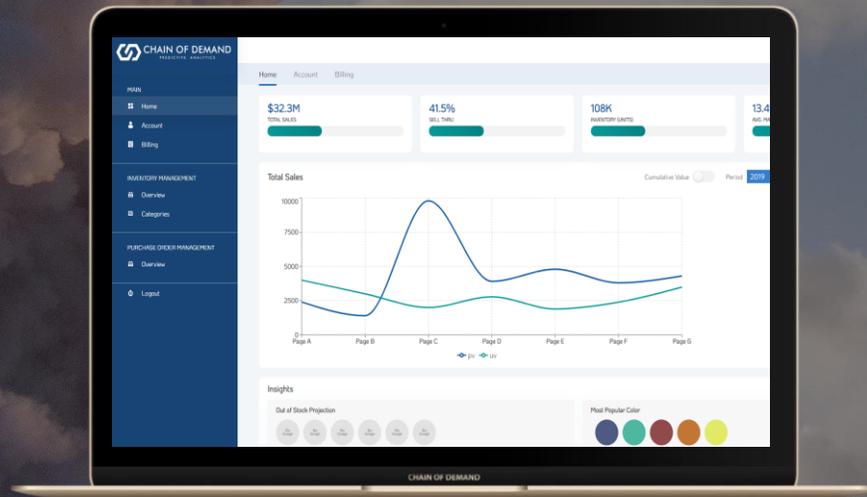
How much capacity and materials do I need in the next 6 months?



OUR SOLUTIONS

BETTER PREDICTIONS LEAD TO IMPROVED PROFITABILITY & SUSTAINABILITY

SALES PREDICTIONS



How many units of each SKU should I order?

Which products do I need to replenish in the next 3 months?

When should I start marking down poor selling items?

How many of which products should I reallocate to other channels?



CASE STUDY

INTERNATIONAL CHILDRENSWEAR BRAND OMNICHANNEL SALES WITH FLAGSHIP TMALL STORE 200 STORES ACROSS 80 CITIES

PROBLEM: High Levels Of Excess Inventory
Needed Competitor Data On Tmall

SOLUTION: 6 Month Sales Predictions
Automate Competitive Research

METHOD: Machine Learning Prediction Models
Computer Vision

RESULTS:

+28%

Increase in Prediction Accuracy
in predicting total units sold

+40%

Improvement in Sell-thru %
Based on our purchase recommendations

+35%

Increase in Gross Profits
Based on our purchase recommendations

BETTER PREDICTIONS LEAD TO BETTER PROFITS



THANK YOU



CHAIN OF DEMAND
PREDICTIVE ANALYTICS

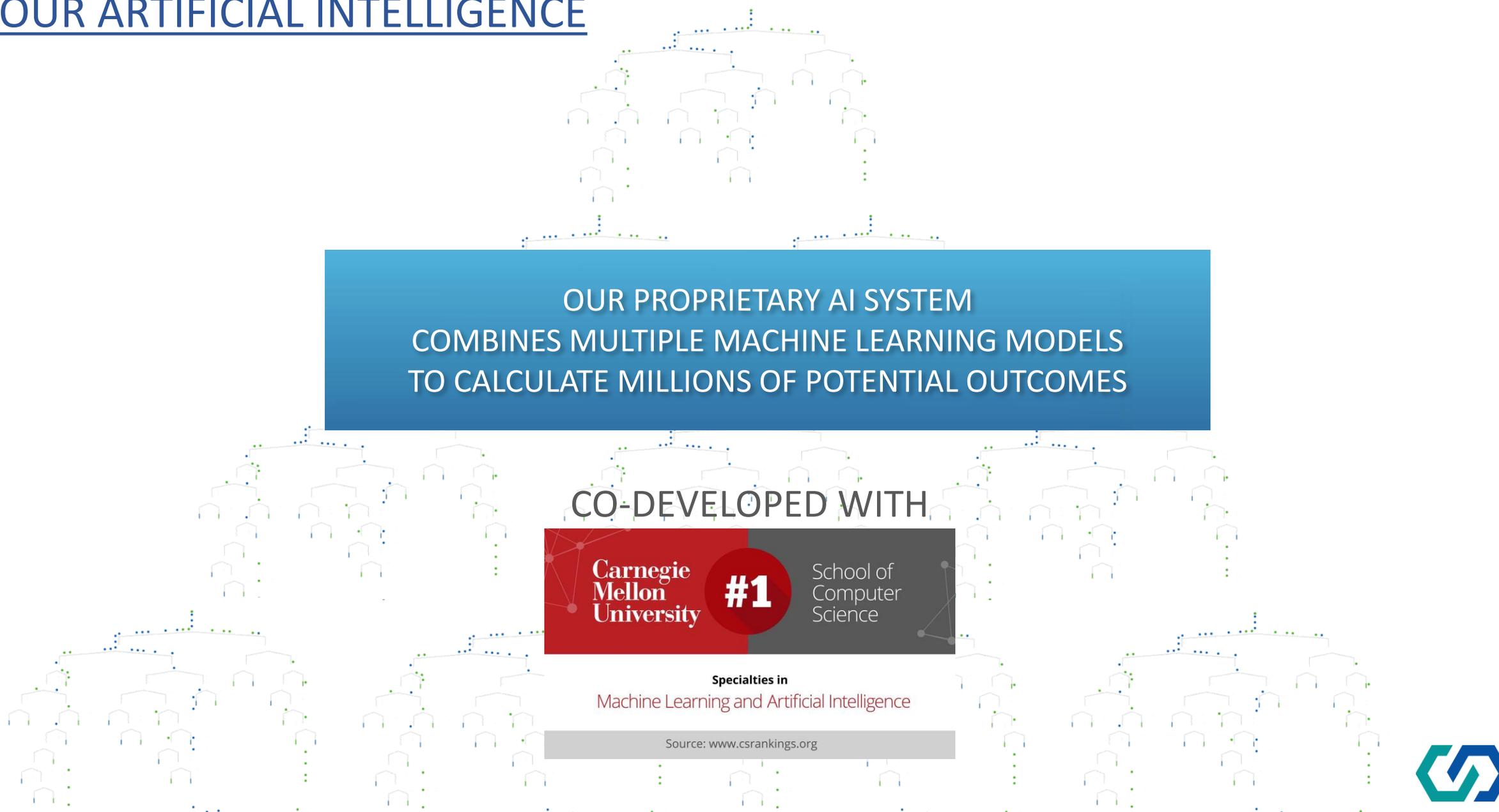
AJ Mak

Founder & CEO

aj.mak@chainofdemand.co

APPENDIX

OUR ARTIFICIAL INTELLIGENCE



OUR PROPRIETARY AI SYSTEM
COMBINES MULTIPLE MACHINE LEARNING MODELS
TO CALCULATE MILLIONS OF POTENTIAL OUTCOMES

CO-DEVELOPED WITH

Carnegie
Mellon
University

#1

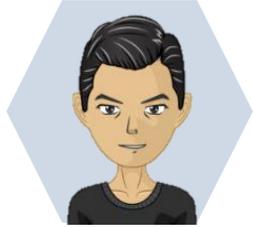
School of
Computer
Science

Specialties in
Machine Learning and Artificial Intelligence

Source: www.csranks.org



OUR TEAM



AJ Mak
Founder & CEO

10 years of experience in the apparel industry covering brand & supply chain management, wholesale, sourcing, product development & corporate digital transformation.
BSc Decision Science from Carnegie Mellon University.



Douglas Tan
VP of Data Science

25 years of experience in advanced data analytics and model building across financial, consulting and technology sectors.
Previously VP of Data Science at a global insurance & asset management firm with over 30,000 employees.



Mac Dziedziela
CTO

20 years of experience in entrepreneurship, product development, data analytics, system architecture design, and tech team management.
Previous startup sold to the Gucci Group.
BSc in Computer Information Systems from University of Bridgeport.



Wendy Choi
COO

10 years of experience in the fashion industry. Specializes in strategy, customer engagement, inventory allocation and data analytics through both retail and supply chains.
BBA Finance & Marketing from Simon Fraser University.



Man Chiu
Office Manager



Derrick Lee
Data Scientist



Jino Raymundo
Software Engineer



Aaron Chi
VP of Digital Marketing



Simon Tam
Data Scientist



Nikita Mittal
Software Engineer



OUR ADVISORS



Rene Frei
Senior Vice President

30 years in global apparel & footwear supply chain operations



Nick Wei
Sales Director

25 years in B2B fashion software sales & customer engagement



Kanani Young
Head of Retail

15 years in global luxury brands retailing & merchandising



SW Tong
Chief Finance Officer

27 years in accounting, audit and finance



Dr. Gregg Li
Venture Principal

35 years in innovation, entrepreneurship, corporate governance & strategy.



Hubert Lem
Executive Director

20 years in international finance law, corporate governance and compliance



Alex Misseri
Head of Transformation

15 years in ecommerce and digital marketing for retail brands in Asia



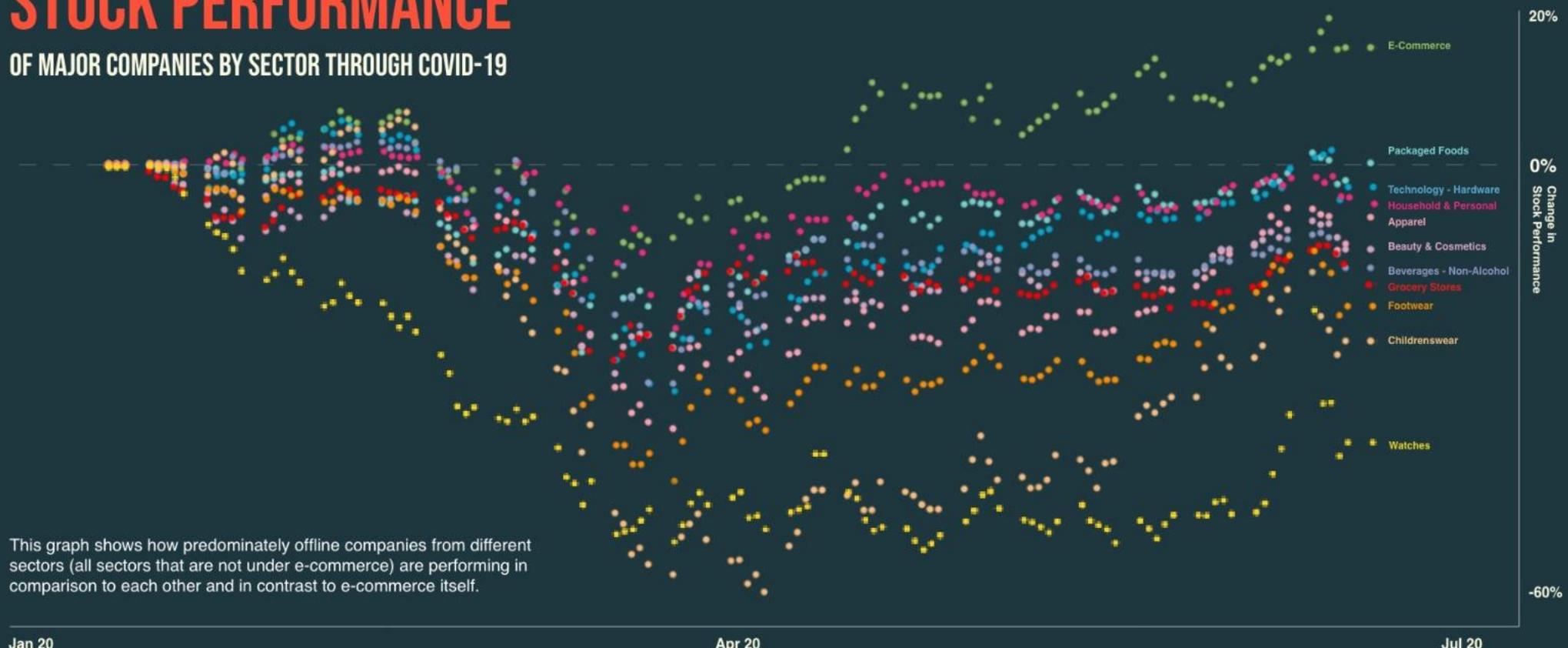
Joseph Chan
Professor & Founder

20 years in branding, blockchain, strategy & design



A WAVE OF CHANGE IN STOCK PERFORMANCE

OF MAJOR COMPANIES BY SECTOR THROUGH COVID-19



Watches

Watches have been the hardest hit. As people stay in, there isn't a need to accessorize with a timepiece.

Childrenswear

Families staying in did not need new outfits for their children while social distancing.

Footwear

While social distancing at home, shoppers purchased exercise shoes and clogs, whereas sales of high-heels were affected.

Grocery Stores

Consumers have adapted to online ordering, leaving stores who do not offer online orders in the dust.

This graph shows how predominately offline companies from different sectors (all sectors that are not under e-commerce) are performing in comparison to each other and in contrast to e-commerce itself.

Jan 20

Apr 20

Jul 20

E-commerce businesses are the winners and outperform by +20% since January '2020.

Packaged foods remain largely unaffected as shoppers bought more to reduce grocery shopping trips.

Businesses want to preserve cash during this period and have paused purchases for hardware.

Consumers continue to spend on products that maintain hygiene and keep homes clean.

Consumers shifted apparel spend towards loungewear and leaving apparel companies with overstock of spring inventory.

With consumers staying in and nowhere to go, consumers limited their spend on beauty products.

Economic slowdown is causing consumers to spend less and move towards more health-conscious beverages.

E-commerce

Packaged Foods

Technology - Hardware

Household & Personal

Apparel

Beauty & Cosmetics

Beverages - Non-Alcohol



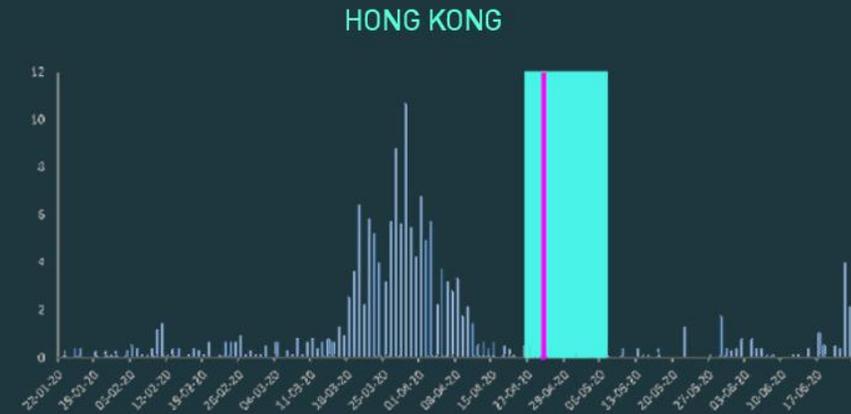
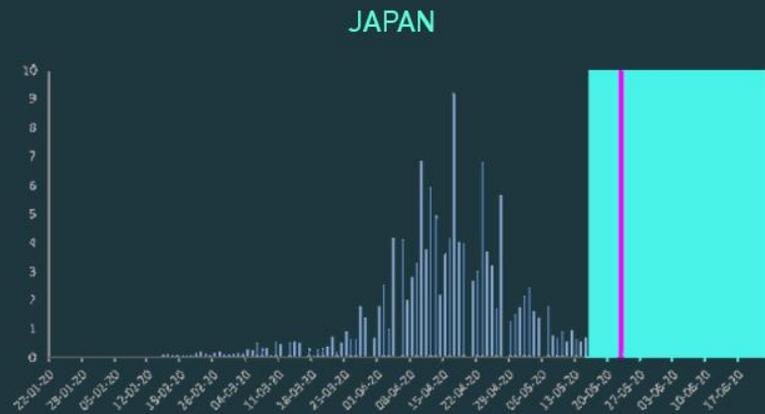
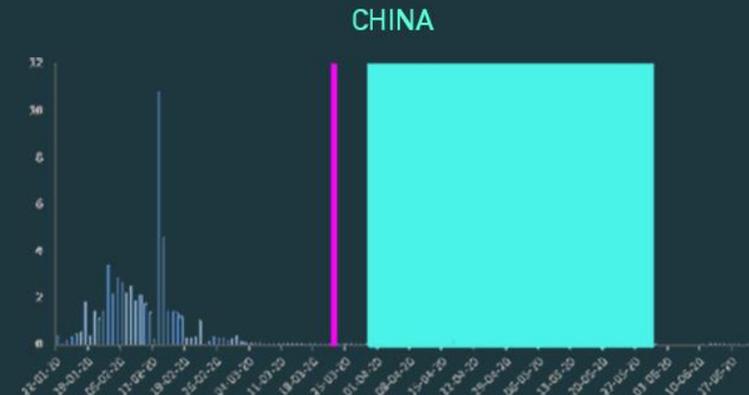
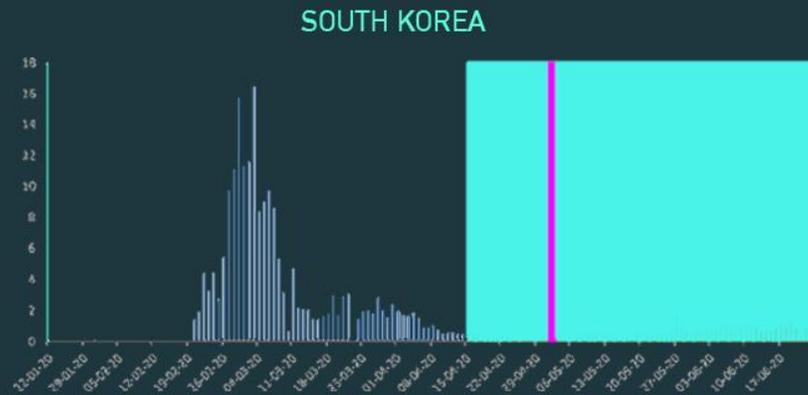
COVID-19 PREDICTION RESULTS

WHEN WILL COUNTRIES/REGIONS START TO RECOVER?

RECOVERY DEFINED AS CONSISTENTLY LOW PANDEMIC ACTIVITY*

Key: NEW CASES/M > 1.0 FOR 14 DAYS

OUR PREDICTIONS AS OF MAY 7, 2020



*as per the CDC's Pandemic Intervals Framework



COMPUTER VISION EXAMPLE

COMPUTER VISION ON PRODUCT IMAGES



OPEN TOE SHOE



POINTED TOE SHOE

